



## **BOARD OF DIRECTORS MEETING MINUTES**

**September 30, 2021 | 2:30 p.m.**

**\*VIA CONFERENCE CALL\***

Toll Free: (352) 800-6539  
Conference Code: 984 648 846#

### **MEMBERS PRESENT**

Karen Cherry, Chair  
Aaron Tomarchio  
Angela Sweeney  
Capt. Eric Nielsen  
Del. Kris Valderrama  
Henry Fawell  
Julian Boykin  
Justin Meighan  
Lauren Van Eperen  
Leonard Raley  
Stuart Page  
Tom Sadowski

### **MEMBERS ABSENT**

Sen Cheryl Kagan  
Secretary Kelly M. Schulz

### **MMP STAFF**

Tom Riford  
Robert Scherr

### **COMMERCE STAFF**

Lutisha Williams  
Carolyn Hammock  
Liz Fitzsimmons

## **I. CALL TO ORDER / ROLL CALL**

Meeting was called to order by Chair, Karen Cherry at 2:30 p.m. Executive Director Tom Riford called the roll for attendance. Quorum was established. MMP Partners were welcomed to listen.

## **II. ADMINISTRATIVE ITEMS**

### **a. Approval of Minutes from June 15, 2021**

Chair Karen Cherry asked for any comments and a motion to approve minutes from June 15, 2021 as amended. Ms. Angela Sweeney moved to approve the minutes. Mr. Tom Sadowski second. No opposition. Minutes approved and accepted.

### **b. Financial Report**

The financial update presented by Mr. Leonard Raley for the period ending on September 30, 2021. They are as follows:

#### **On the revenue side:**

- Total partner contributions paid in FY2021 is \$850,001.
- Partner contributions paid in FY2022 (*to-date*): \$258,001.

#### **On the expense side:**

- Total expenses \$552,948. This reflects expenses for media placements, web, HZ agency hours.

#### **Expenses planned through December 2021:**

- Completion of the HZ media buy (\$3.2 M) and website (\$235,000)
- Contracts with Abel Communications and Robert Scherr: \$13,750/month
- MMP Sponsorships including Military Bowl, Maryland 5 Star at Fair Hill: \$65,000
- Total Media Expenses (FY2022) *to-date*: \$325,234.06
  - Total Media Expenses (CY2021): \$1,983,990.03
- MMP's Current Balance: \$3,445,858.46

Chair Karen Cherry asked for a motion to approve and accept the financial report. Ms. Laura Van Eperen moved to approve the financial report. Ms. Angela Sweeney second. No oppositions. Financial report approved and accepted.

## **III. SECRETARY OF COMMERCE UPDATE**

On behalf of Secretary Kelly M. Schulz, Mr. Riford provided MMP Partners and Board Members an update from the Department of Commerce. Tom shared the following thoughts:

Secretary Schulz was thankful to the partners for their support and participation at the Governor's Reception on September 27, 2021. Being that the Pandemic is at the top of everybody's mind; since the last Board Meeting, we certainly hoped that COVID would be farther behind us by now. However, the Delta variance is very serious and it was moments ago the Governor spoke at a press conference where he talked about booster shots. He also talked about several emergency procedures that are happening currently. The Governor expressed that efforts are being made to make some of the hospital changes permanent as well as other announcements. He pointed out that Maryland has in fact weathered the storm of the Coronavirus Pandemic much better than most other states.

Mr. Riford on behalf of Secretary Schulz stated that our economy remains strong and poised with continued growth and prosperity. Since our last Board Meeting, Maryland has gained 22,000 jobs in July, which was the strongest since last October. And then in August, Maryland gained another 11,900 new jobs. The private sector in Maryland ranked the fourth largest in the entire country. Sectors including professionals, scientific and technical services, which grew at the sixth fastest rate in the country. Transportation, warehousing and utilities added 3,500 jobs and grew at the fastest rate in the country. Arts, Entertainment and Recreation grew in Maryland at the fourth fastest rate in the country and manufacturing grew at the fifth fastest rate in the country. The unemployment rate in Maryland dropped to 5.9% following that August report. Thanks to gains in employment and the labor force. This, of course, is good news!

In recent months, we have welcomed several major new projects to Maryland. Legacy projects that will have a transformative impact on our state's economy that will last long into the future. Some examples of these include:

- the Great Lodge Project in Cecil County, which is a \$200M project;
- the Bainbridge Development Project (Cecil County);
- US Winds Offshore Wind Development;
- Tradepoint Atlantic – Steel Mill Project;
- Quantum Loopholes – 2100 acre Data Center (Carroll County) – this project is a major step forward for Maryland and is the first to be eligible for the new tax credit incentive intended to attract new data centers.

Those are just a few examples throughout the pandemic, the regular work of economic development has continued and the Department of Commerce – continue to fight to bring new jobs – new opportunities and new prosperity to the State. As a whole, we should feel good about where we are in Maryland. After all, Maryland does have one of the highest vaccination rates in the country and the lowest COVID case rate in the country. Our economy remains very strong and well positioned for continued growth and continued success. The great work of the Maryland Marketing Partnership continues to reap positive economic dividends.

#### **IV. MARYLAND MARKETING PARTNERSHIP (MMP) UPDATES**

##### **a.) Executive Director's Report**

Mr. Riford mentioned that the Forbes Magazine project has been absolutely and amazing thing to watch. He communicated his appreciation for the team who worked to make it the success that it is. Staff members such as Jenny Lazarus, Saundra Jones and others. A copy will be provided to each board members as soon as Forbes gives the final approval, which will be the October/November issue. Mr. Riford also expressed appreciation to Abel Communications for their efforts in pitching the message and the Site Selection articles, in which Abel's team has taken on as their own project.

The latest issue of Aerospace is available featuring unman are vehicles. In addition, Mr. Riford thanked the sub-group of the Board members who have sent various ideas via email. He also mentioned the MMP Annual Report is in process and that Ms. Lutisha Williams is pulling it altogether. It will sent to the Board Member soon in draft form for comments or adjustments. The Commerce Annual Report is completed and it will be sent to all Board Members electronically.

There has been several ribbon cuttings and groundbreaking announcements. There are couple of new people Executive Director Tom Riford mentioned in Communications and in Marketing within the Department of Commerce: Marlissa Carroll, who is the new Digital Marketing Manager and Samantha Foley, Communications Coordinator on Karen Glenn Hood's team. Also, a thank you to Chair Karen Cherry. Finally, you will hear from Carolyn Hammock from the Marketing team concerning the process with our Ad Agency and all of the marketing updates. He offer a thank you to the Board who are in the sub-group who does the scoring (panel group) for the new advertising agency process.

##### **b.) Partnership and Contract Updates**

According to Robert Scherr, we are 28 partners strong. The following updates on MMP Partners:

- Secured 2021 Partnerships and Renewals for a total of \$138,334
  - Eastern Watersports
  - High Rock (Marketing Strategy Company)
  - Kaiser Permanente
  - Merritt Properties
  - Weller Development (1-year commitment)
- 2021 Losses - \$150,000
  - MedStar
  - Howard Bank

- 2021 Estimated Loses (unconfirmed) - \$150,000
  - Perdue Farms, Inc.
- 2022 Losses - \$80,000
  - Morgan Stanley
- In-process/on-going 2021 Renewals - \$150,000
  - CISCO Systems
  - University of Maryland Medical Systems
- 2021 Upcoming Renewals - \$1,250,000
  - BGE
  - Brown Advisory
  - CISCO Systems
  - H&S Properties/Harbor East
  - WR Grace
- 2022 Renewals - \$538,334
  - Bozzuto & Associates
  - Ellin & Tucker
  - St. John Properties
  - University Systems of Maryland
  - Weller Development/Baltimore Urban Revitalization
- 2023 Renewals - \$1,648,000
  - Clark Construction
  - Eastern Watersports
  - Howard Hughes
  - M&T Bank
  - MEDCO
  - MD Energy Advisors
  - Peterson Companies
  - Route One Apparel
  - T. Rowe Price
  - Tradepoint Atlantic
  - Transamerica
  - Whiting – Turner
- 2024 Renewals - \$15,000
  - High Rock

- Pipeline
  - Becton – Dickinson
  - Independent Can Company
  - North Point Builders
  - Southwest Airlines

**c.) Marketing Report Update (Carolyn Hammock)**

Carolyn Hammock provided the marketing updates that consist as follows: the RFP for a new advertising agency has been narrowed down to three firms to come back for a final pitch on October 6, 2021. The plan is to have a selection and a contract in place by the end of October according to Ms. Hammock. An update regarding the ad campaign is mainly digital is up and running. There are a lot of digitals banners and videos going out. The big projects that marketing is currently working on is the website.

Anticipating working with the new ad agency on strategy and creative ideas coming ahead. In terms of what the marketing team has been working on is the website (open.maryland.gov).

**d.) Abel Communications (PR Report)**

Abel Communications representative presentation is an extension of what has been going on regarding Public Relations efforts to increase national awareness, highlight Maryland businesses (especially MMP partners), promote Maryland's key industries and serve as an extension of the MMP team. This particular presentation being a refresher.

Successful calls were made with CISCO, Maryland Energy Advisors, and Biofuel companies. In regard to great stories – Site Selection Magazine published stories in their July issue on Maryland companies such as: Tradepoint Atlantic and Northpoint Builders - a future profile on infrastructure in Baltimore.

**V. Adjournment**

Chair Karen Cherry extended a motion to adjourn the meeting. The business meeting adjourned at 4:06p.m. The next meeting is scheduled for December 2021, exact date TBD.

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